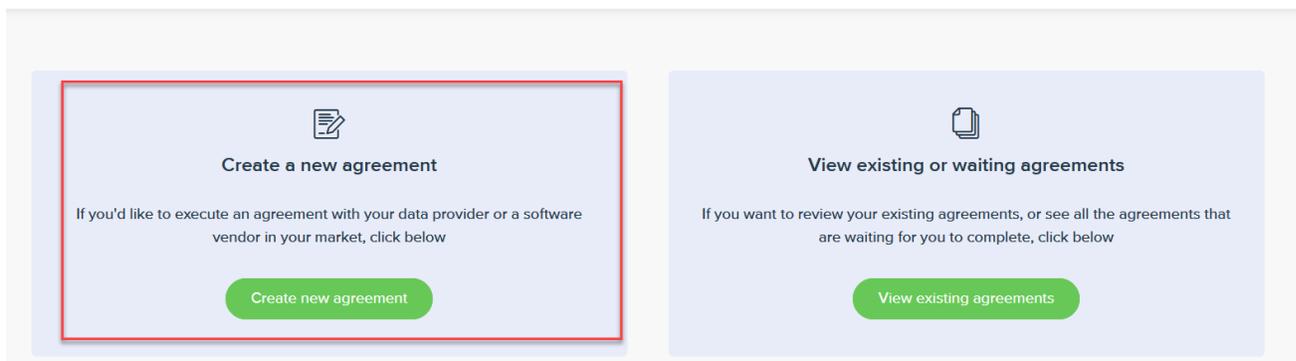


Member (Brokers Only) Instructions for Zillow Rental Opt -in

This document outlines the custom workflow for Bay East Association of REALTORS®members (Brokers Only) to include Residential Lease properties from their brokerage to display on Zillow.com

Steps to complete the Opt -In agreement .

1. Login to Paragon on www.bayeast.org – upper right hand corner, click on Paragon MLS
2. Under the Resource Tab, Listing Syndication, click Zillow Rental Opt-In
3. Once logged in, click “Create a new agreement”



4. Locate the Zillow Opt-In and agree to the terms.

This will automatically add all Residential Lease properties assigned to your brokerage. It could take a few hours for your listings to display on Zillow.

If you have questions, please contact our Support line at 925.730.7100 or email mlsservices@bayeast.org